



REAL PEOPLE.
REAL ENGAGEMENT.
REAL OUTCOMES.



OMADA ACTIVATES EMPLOYEES TO MAKE THE HEALTH CHANGES THEY NEED MOST

Patient engagement is one of the biggest challenges in healthcare. Lack of engagement leads to poor self-management of chronic disease and limited impacts of benefits solutions for employers.¹ But studies show that patient-centered, well-designed digital health solutions can increase engagement and improve lifestyle behaviors that make a real difference in the management of chronic disease. The impacts of lifestyle-related health risks— physical inactivity, obesity, and poor nutrition—are top drivers of healthcare spend.² In order to encourage employees to change lifestyle and improve their health, Omada delivers customized, proactive human-led engagements that spark positive, incremental increases in healthy behaviors.

Omada increases engagement through **human-led, data-driven, tailored plans that activate employees to improve their health.**



DIABETES



MUSCULOSKELETAL



CARDIOVASCULAR



PREVENTION



BEHAVIORAL HEALTH

The five most costly chronic conditions impacting your workforce can be improved by engaging employees with the right support at the moment they're best positioned to act on it. At Omada, we use data to craft the most effective customized plan for each member, implement that plan with a coach, specialist, or physical therapist (PT) and technology platform, and adapt it to members' needs so they

can maintain their engagement over time to get and stay healthy.

In this article, we examine how **Omada's human-led, data-driven approach helps employees improve their own health** and employers achieve effective ROI for their chronic disease spend.



Omada's **human-led, data-driven approach** to engagement has resulted in:



31 AVERAGE ENGAGEMENTS

per week by each Omada member



12 MILLION MESSAGES

exchanged between Omada members and care team members



76% LESSON COMPLETION

in Omada's Prevention Program⁴



EVERY 2 MINUTES

an Omada member sends a message of gratitude to their care team

HUMAN-LED ENGAGEMENT

Omada provides a personalized, proactive, evidence-based platform that puts human connection at the center of care. Built on behavioral science methodologies developed through the review of hundreds of studies and ongoing analyses of members' engagement data,

Omada leverages personalized member-care team relationships to deliver meaningful clinical impact. We understand that communication must be individualized to address the unique motivations, circumstances and health conditions impacting employees' lives. That's

why we offer a variety of paths to engage our members, every day. And based on our data analysis, we know what is most effective to engage members in their care: Omada coaches, specialists and licensed physical therapists.





Every member is paired with a **dedicated Omada coach or care team that specializes in their particular chronic condition.**

For instance, Omada's diabetes members are paired with a coach and/or a Certified Diabetes Care and Education Specialist (CDCES), depending on whether the member has type 1 diabetes, or type 2 diabetes. Members enrolled in Omada's musculoskeletal (MSK) program are paired with licensed physical therapists specially trained to virtually diagnose and treat MSK conditions. Members in Omada's behavioral health program are connected to a designated coach, who receives support from a behavioral health specialist when necessary. Hypertension members receive both a

coach and a hypertension specialist, who is either a registered nurse or CDCES. Our entire care team has been trained in understanding and providing thoughtful, inclusive support across different facets of identity (i.e. gender identity, sexual orientation, race, ethnicity, culture, immigration status) and social determinants. Omada's care teams follow processes designed by our clinical and behavioral science teams to meet members where they are, suggest small incremental changes, and build ongoing understanding of each member's motivators and challenges.

The Omada Care Platform is **a powerful tool that brings together clinical data, behavioral science, member education, and coaching communication.**

Within the Omada Care Platform, members can engage with their coach, specialist or PT, as well as peers with similar interests, conditions, and goals. Depending on the program and condition, members can access educational content and interactive learning or monitor medications, and track clinical metrics like blood pressure, glucose levels, and lab results. Our groundbreaking new partnerships for Omada for Diabetes enable our care team to have data-informed conversations with members that help them recognize how small everyday changes can yield sustainable, meaningful outcomes.

The result is an impressive rate of engagement across our five programs:



31 AVERAGE ENGAGEMENTS

per week by each Omada member



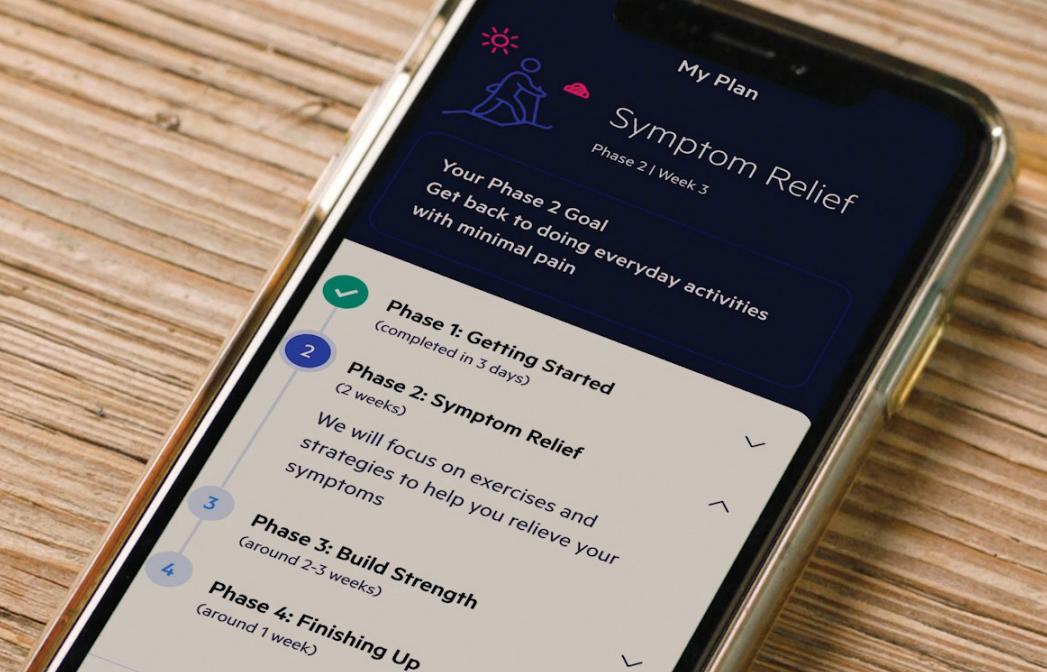
76% LESSON COMPLETION

in Omada's Prevention Program⁴



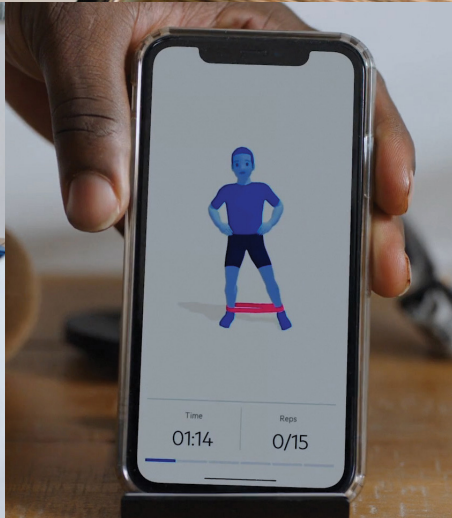
EVERY 2 MINUTES

an Omada member sends a message of gratitude to their care team



DATA-DRIVEN ENGAGEMENT

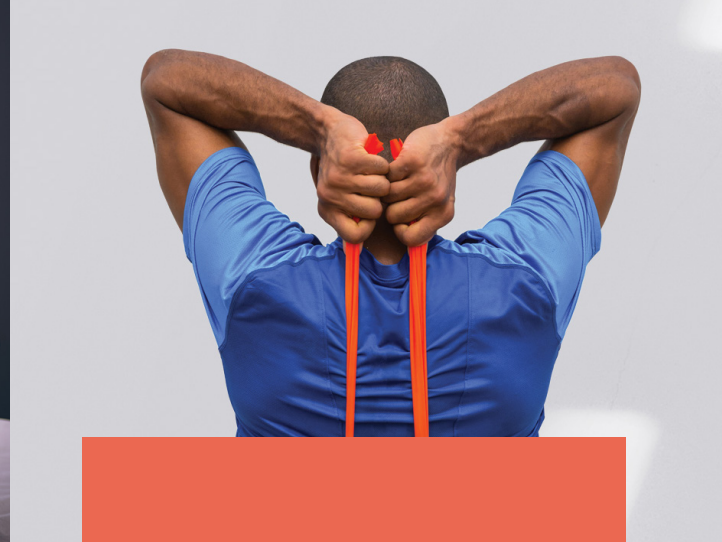
All that engagement enables us to build an effective feedback loop through our in-house team of clinicians, product experts, data scientists, and behavioral scientists. This team continuously analyzes member engagement data to identify patterns that will drive appropriate care pathways and determine which approaches will produce optimal clinical outcomes. We then integrate these recommendations into the Omada Care Platform, prompting our care team members with specific guidance on when and how to optimally engage each member with individualized messages, recommendations, and suggestions.



THROUGH OUR DATA-DRIVEN APPROACH, WE HAVE LEARNED:

- Human relationships drive behavior change. Strong rapport between members and Omada's care team has a direct positive impact on clinical outcomes. Members who engage with their Omada coach or specialist in the first week of the program are 24% more likely to be engaged at Month 4 than those who didn't connect at the start.⁵
- When Omada's care team provides timely, proactive feedback on a member's meals, at the right point in the program for a member with specific weight loss goals, it improves the frequency of meal tracking by 10-15% which directly results in 0.5% increase in weight loss at 4 months.⁶ When compared to those who didn't interact with a coach or specialist, members who did message with their Omada coach or specialist achieved a 2X weight loss.⁷
- By contrast, we also know that nudges delivered through gamification strategies, content personalization, and notifications can increase the frequency of meal tracking by 30%. But our data repeatedly has shown that these nudges—on their own—do not result in increased weight loss. In fact, members who engage only with device-monitoring aspects in the first week are the most likely to churn.⁸
- Best practices in behavioral science catalyze continuous engagement. Timely, reflective motivation techniques delivered by the Omada care team are 10% more effective at re-engaging churned members compared to generic methods.⁹





Our in-house team of clinicians, product experts, data scientists, and behavioral scientists powers our evidence-based approach across all of our chronic care programs. We constantly analyze what works and what doesn't to deliver the state-of-the-art in digital health. What we know from our engagement data to date is that technology can help improve engagement, but often does not lead to results by itself. We believe that engagement with Omada's care team is the most effective way to inspire members to improve their health. **Omada coaches, specialists and PTs guide members incrementally toward the healthy actions that improve their health.**

That's why we believe that **effective chronic care management must be data-driven and human-led.**

To empower your employees to improve their health by including Omada in your health benefits, contact

theteam@omadahealth.com

to secure a demo today.

References

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